

Abstract

The Invention is an apparatus and method for marketing heartbreak products using a computer network such as the Internet. Suites of products that may provide comfort and support for a grieving person are organized into pre-selected categories. The categories may be specific to the age and gender of the grieving person and to the loss causing the person's grief. A user may access the categories of products using a client computer over the computer network. The client computer communicates with a server computer, which allows the user to select the appropriate category and suite of products.